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U.S. DEPARTMENT OF AGRICULTURE

Consumer PURCHASES OF FRUITS AND JUICES

in October
1954



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

December 1954

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN OCTOBER 1954

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders' purchases of frozen concentrated orange juice continued to rise in October. Volume of purchases was about 40 percent above a year ago and the highest yet reported in this series. Purchases of fresh oranges and canned orange juice were down from a year ago. Prices reported paid by consumers for frozen orange juice in October were the lowest since May 1954 and 2.5 cents below October 1953. The price of canned orange juice remained unchanged from a year ago but prices of California-Arizona fresh oranges were up sharply and Florida oranges were slightly lower. Altogether these household purchases, on a fresh equivalent basis, were about a sixth larger than in October 1953, due to the larger purchases of frozen orange juice.

Purchases of frozen concentrated grape juice reported by householders in October were up slightly compared with a year ago. Prices remained unchanged.

Consumers bought about a fourth more fresh grapefruit and substantially more canned grapefruit juice than in October last year. On a fresh equivalent basis, household purchases were up about a third from October 1953. Retail prices of fresh grapefruit averaged higher than a year ago, while prices paid for a 46-ounce can of grapefruit juice averaged about 3 cents lower.

Purchases of lemons, canned and bottled lemon juice, and frozen lemonade by consumers in October were equivalent to about 365,000 boxes of fruit--down about 8 percent from last year. Prices reported paid by householders for lemons and frozen lemonade were lower than in October 1953 but were somewhat higher for lemon juice.

More families bought canned single-strength orangeade in October than a year ago, and purchases totaled about a tenth larger. Prices paid remained unchanged.

Householders' purchases of tomato juice were down from October 1953, although prices paid were slightly lower. Consumer buying of pineapple juice was larger in October than in the previous months of 1954 but did not reach the volume bought in October last year. Prices paid were the lowest since November 1952.

FROZEN JUICES AND ADES

Householders purchased about two-fifths more frozen concentrated orange juice in October than a year earlier. This was the largest volume bought in any month so far. Prices reported paid by consumers for a 6-ounce can in October averaged about 2.5 cents per can lower than a year earlier. About 31 out of 100 families reported buying frozen orange juice during October, compared with about 26 out of 100 a year ago. The large increase in purchases in October also reflected an increase in the average volume purchased by buying families.

Consumer purchases of frozen concentrated grape juice in October were up slightly from October 1953 (table 2). Purchases were slightly smaller than in the preceding month. Prices paid were almost unchanged from October a year ago. During October there was a slight decline from a year ago in the number of families reporting purchases of frozen grape juice. However, buying families in October reported a slight increase in the average amount they bought.

Consumer purchases of frozen concentrated lemonade continued to decline from a seasonal peak reached in the summer months (fig. 3). Purchases in October were also slightly below a year earlier. Prices paid by consumers for 6-ounce cans averaged about 1.5 cents per can lower than in October 1953. Although the percent of families reporting purchases of frozen lemonade was down from a year ago, the average amount purchased by buying families was up (table 2).

Purchases of canned single-strength orangeade in October were down from the preceding month but were about a tenth larger than a year earlier (fig 5). This increase was the result of more families buying rather than an increase in the average amount bought by buying families. Prices paid in October were almost unchanged from a year ago (table 2).

Purchases of shelf-pack orangeade concentrate in October dropped about a fifth from a year earlier. Prices reported paid by householders for 6-ounce cans averaged about a cent per can higher than in October 1953.

CANNED JUICES

Total household purchases of canned single-strength juices in October 1954 were almost unchanged from last October. Purchases of grapefruit juice were substantially larger than in October last year and lemon and prune juice purchases were up somewhat while purchases of other canned juices were smaller. Lower prices prevailed for all juices except lemon and grape juice compared with October 1953.

Consumers bought about a tenth less canned orange juice in October than a year earlier (fig. 6). Average prices paid were reported unchanged from a year ago but slightly lower than in the preceding month.

Householders bought almost half again as much canned single-strength grapefruit juice in October 1954 as a year earlier. This is the fourth month in a row in which households bought more grapefruit juice than in the same months of the preceding season (table 1). While more families bought grapefruit juice in October than a year ago, this increase was primarily the result of larger purchases by buying families. The average volume purchased by buying families was about $2\frac{1}{3}$ of the 46-ounce cans, compared with 2 cans in October last year. Prices reported paid edged above those of the preceding month but were about 3 cents a 46-ounce can lower than in October a year ago (fig. 6).

Consumer purchases of orange-grapefruit blended juice in October were down somewhat from October last year but were larger than in the two preceding months. Prices paid averaged 2 cents a 46-ounce can lower than in October a year ago.

Householders bought about a tenth more canned and bottled lemon juice in October 1954 than in the same month last year (table 1). Somewhat more families made purchases than a year earlier, but the average quantity bought by buying families was down slightly. Prices reported paid in October averaged about 14 cents a $5\frac{1}{2}$ -ounce can, up about a cent from last year.

A smaller volume of tomato juice was reported purchased by households in October 1954 compared with a year earlier. Prices paid were unchanged from the preceding month but were down almost a cent per 46-ounce can from October 1953 (table 1).

Consumer buying of pineapple juice in October was larger than in the previous months of 1954 but did not reach the volume bought in October 1953. Prices reported paid were slightly lower than in any month since November 1952. Although fewer families made purchases of pineapple juice than in October last year, the average quantity bought by buying families was up somewhat (table 1).

Purchases of prune juice were about a tenth above October a year ago. Prices consumers paid were down slightly. Grape juice purchases were down substantially from a year ago. Prices paid averaged 2 cents a 24-ounce bottle higher.

FRESH CITRUS FRUIT

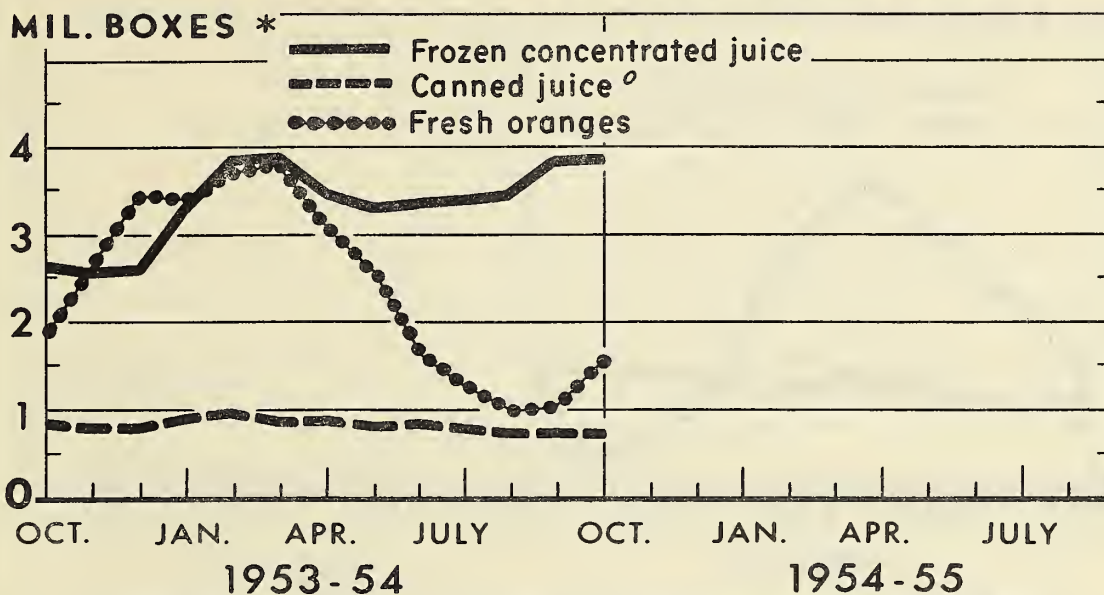
Householders' purchases of fresh oranges during October were about 14 percent below a year earlier. Lemon purchases were slightly below but grapefruit purchases were well above last October. Prices reported paid in October for oranges were well above a year earlier. Prices paid for grapefruit were only slightly higher and prices paid for lemons were about the same as a year earlier.

Purchases of California-Arizona oranges in October were slightly larger than in the previous month but were down sharply from a year earlier (fig. 8). Fewer families bought California-Arizona oranges than in October 1953, and the average quantity they bought also was down. Consumers paid an average price of 55 cents a dozen for California-Arizona oranges in October, slightly lower than in September, but about 18 cents a dozen higher than in October 1953. Purchases of Florida oranges by households in October were well above a year earlier. Prices paid averaged 33 cents a dozen, down 4 cents (table 3).

Householders bought about one-fourth more fresh grapefruit in October than a year ago. This increase was accounted for entirely by more families buying grapefruit than in October 1953. The average quantity purchased per buying family was down slightly. Average prices reported paid in October were slightly higher than last year.

Lemon purchases were down slightly in October from a year earlier. Prices reported paid were about the same as last year. Almost as many families bought lemons as in October last year, but their average purchases during the month were slightly smaller (table 3).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

°INCLUDES 1/2 OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1273-54 (12) AGRICULTURAL MARKETING SERVICE

Figure 1

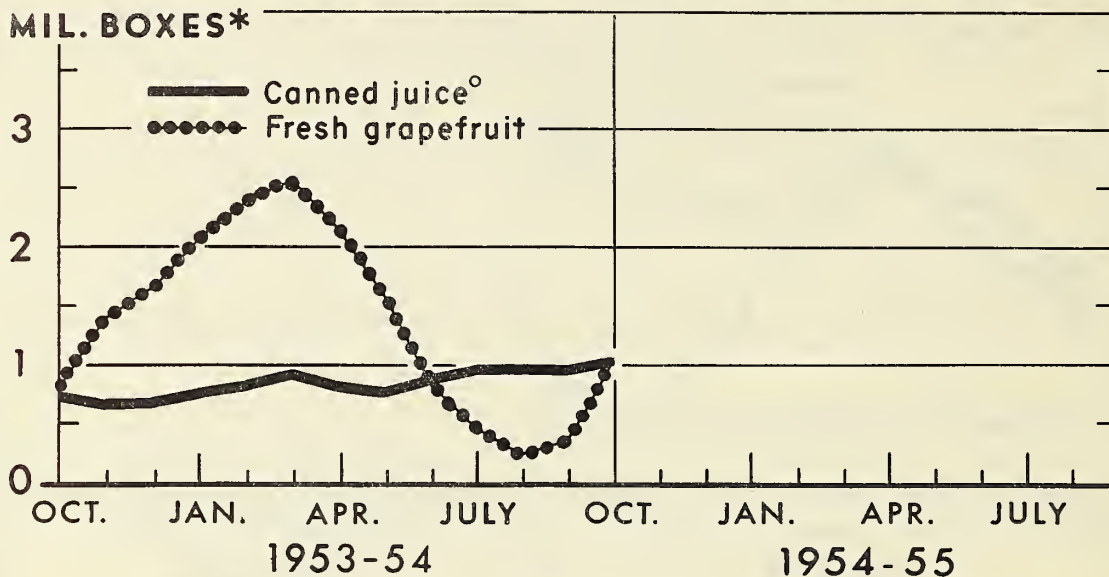
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1953 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,574	1,825	3,850	2,633	722	809	6,146	5,267
November		2,626		2,559		773		5,958
December		3,459		2,591		773		6,823
October-December 2/		8,552		8,367		2,556		19,475
January		3,383		3,326		891		7,600
February		3,702		3,843		955		8,500
March		3,808		3,885		828		8,521
October-March 2/		20,371		20,486		5,491		46,348
April		3,096		3,459		862		7,417
May		2,585		3,285		794		6,664
June		1,632		3,336		821		5,789
October-June 2/		28,215		31,396		8,220		67,831
July		1,293		3,399		795		5,487
August		998		3,462		721		5,181
September		1,011		3,843		730		5,584
Season 2/		31,759		42,995		10,674		85,428

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT ^o INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES
 SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1274-54 (12) AGRICULTURAL MARKETING SERVICE

Figure 2

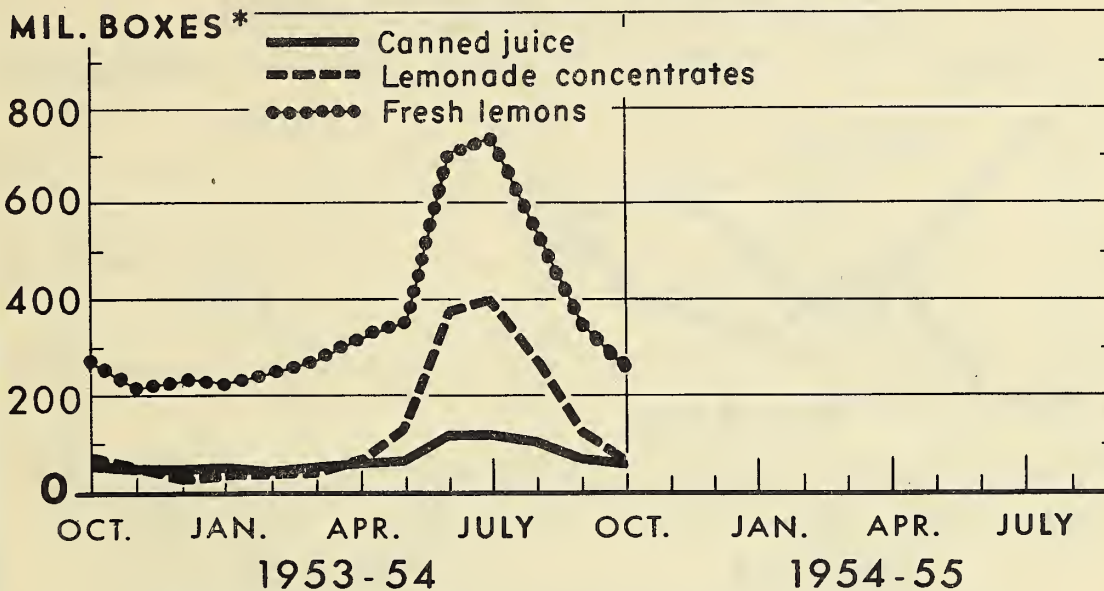
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1953 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes
October	1,053	836	1,037	724	2,090	1,560
November		1,411		665		2,076
December		1,688		676		2,364
October-December ^{2/}		4,331		2,191		6,522
January		2,092		745		2,837
February		2,382		802		3,184
March		2,579		915		3,494
October-March ^{2/}		12,027		4,871		16,898
April		2,122		811		2,933
May		1,561		767		2,328
June		826		842		1,668
October-June ^{2/}		16,858		7,431		24,289
July		442		989		1,431
August		237		986		1,223
September		348		977		1,325
Season ^{2/}		17,933		10,634		28,567

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1275-54 (12) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1953 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	252	274	54	54	51	64	59	67	365	395
November		213		47		39		41		301
December		232		43		25		26		301
October-December 3/		774		153		135		141		1,068
January		223		49		29		32		304
February		246		42		27		32		320
March		278		50		33		35		363
October-March 3/		1,591		308		231		248		2,147
April		321		60		55		61		442
May		352		67		124		135		554
June		706		119		346		378		1,203
October-June 3/		3,078		577		828		897		4,552
July		738		120		373		399		1,257
August		545		102		247		266		913
September		352		61		111		121		534
Season 3/		4,843		881		1,622		1,749		7,473

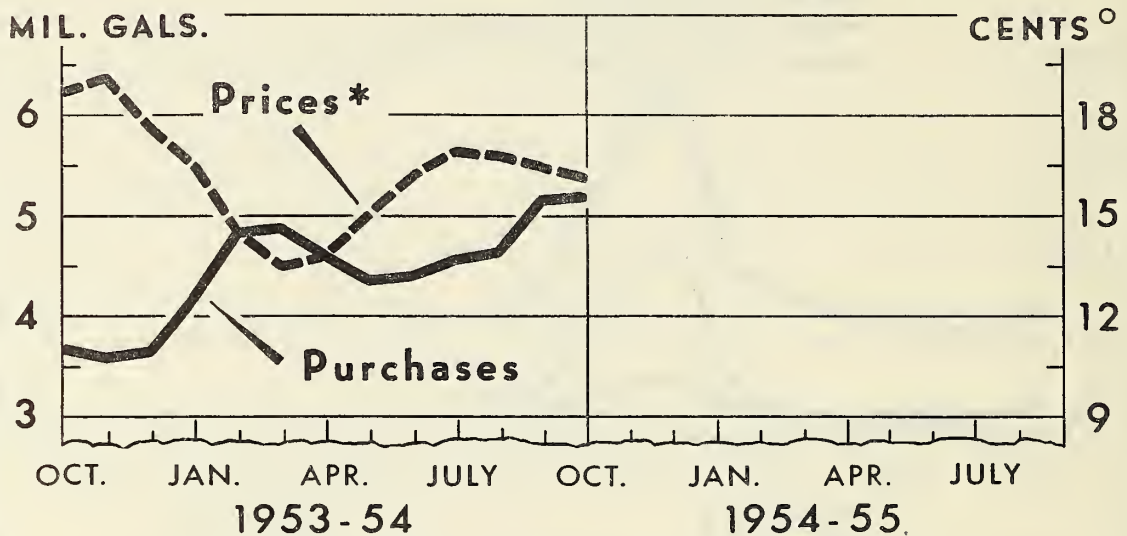
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER 6 OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1276-54 (12) AGRICULTURAL MARKETING SERVICE

Figure 4

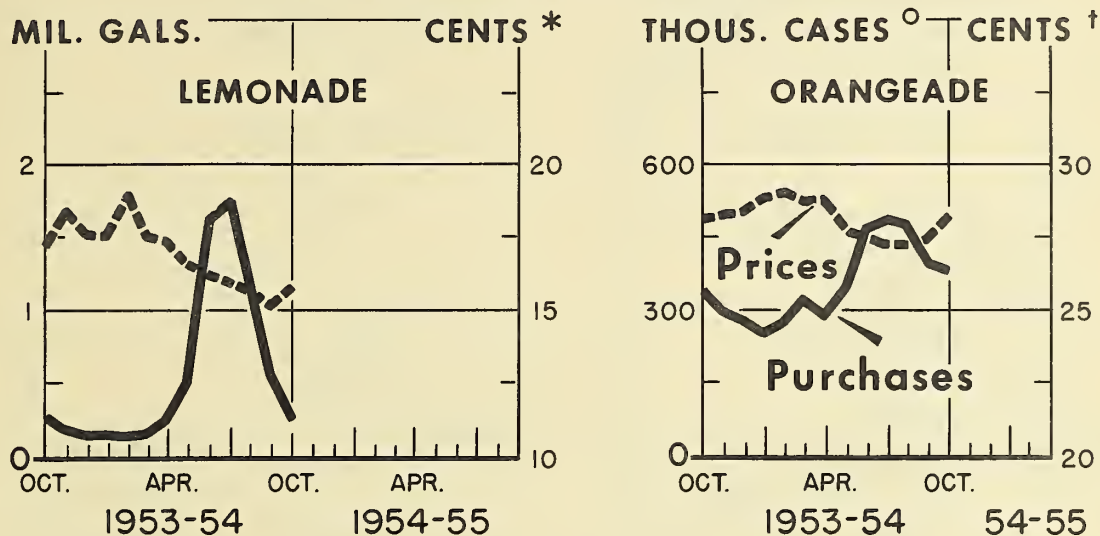
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1953 to date

Period	Purchases		Average price per 6 oz. can	
	1954-55	1953-54	1954-55	1953-54
	1,000 gallons	1,000 gallons	Cents	Cents
October	5,161	3,688	16.1	18.6
November		3,584		19.1
December		3,629		17.7
October-December 1/		11,718		
January		4,189		16.5
February		4,840		14.6
March		4,893		13.4
October-March 1/		26,981		
April		4,570		13.8
May		4,339		15.1
June		4,407		16.2
October-June 1/		41,393		
July		4,556		16.9
August		4,641		16.8
September		5,152		16.4
Season 1/		56,941		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
* PER 6 OUNCE CAN ° EQUIVALENT CASES OF 24 #2'S † PER 46 OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1277-54 (12) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1953 to date

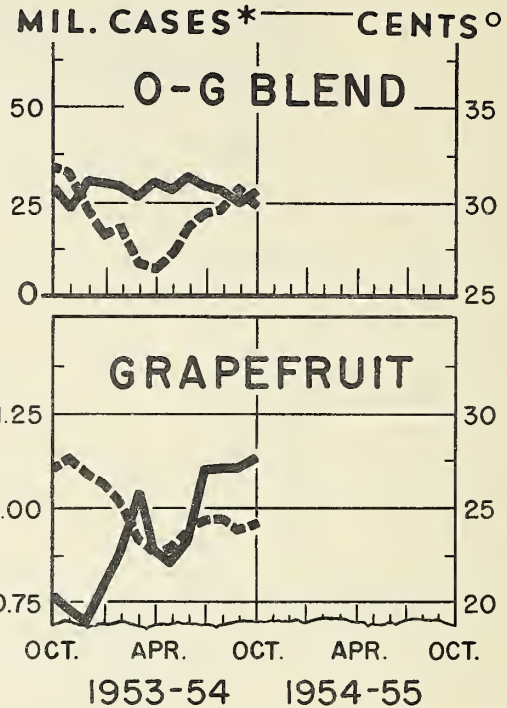
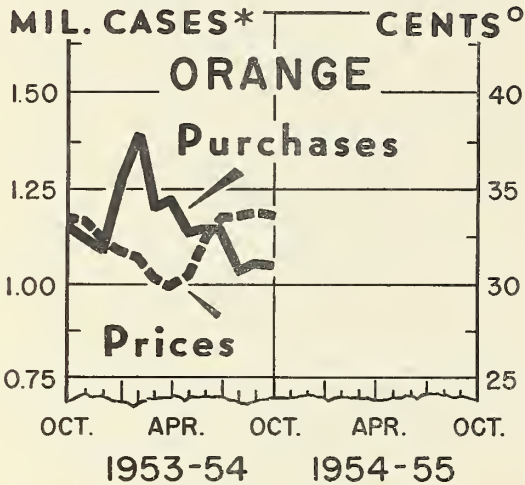
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	244	267	15.7	17.2	373	336	28.2	28.1
November		162		18.4		295		28.2
December		102		17.5		274		28.3
October-December 2/		559				966		
January		121		17.5		254		28.8
February		114		18.9		272		29.0
March		139		17.4		317		28.7
October-March 2/		956				1,922		
April		230		17.3		285		28.8
May		514		16.5		350		27.7
June		1,638		16.2		464		27.4
October-June 2/		3,540				3,150		
July		1,769		15.9		488		27.2
August		1,172		15.7		478		27.2
September		525		15.1		390		27.3
Season 2/		7,303				4,633		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24 #2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1278-54 (12) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1953 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	per 46 oz. can	per 46 oz. can	1954-55	1953-54	per 46 oz. can	per 46 oz. can	1954-55	1953-54	per 46 oz. can	per 46 oz. can
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,054	1,155	33.4	33.4	1,127	764	24.1	27.1	276	295	29.9	31.8
November		1,128		33.3		721		27.6		233		31.6
December		1,087		32.2		695		26.9		314		29.4
October-December 2/		3,618				2,323				914		
January		1,285		31.7		804		26.1		300		28.1
February		1,391		31.3		880		25.2		294		28.5
March		1,203		30.1		1,041		23.3		262		26.8
October-March 2/		7,832				5,306				1,852		
April		1,225		29.8		884		22.5		310		26.3
May		1,133		30.3		845		22.9		274		27.2
June		1,149		32.2		913		23.8		329		28.5
October-June 2/		11,667				8,119				2,825		
July		1,146		33.5		1,103		24.2		284		29.6
August		1,032		33.5		1,105		24.3		274		29.5
September		1,058		33.8		1,106		23.8		249		30.7
Season 2/		15,201				11,710				3,712		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

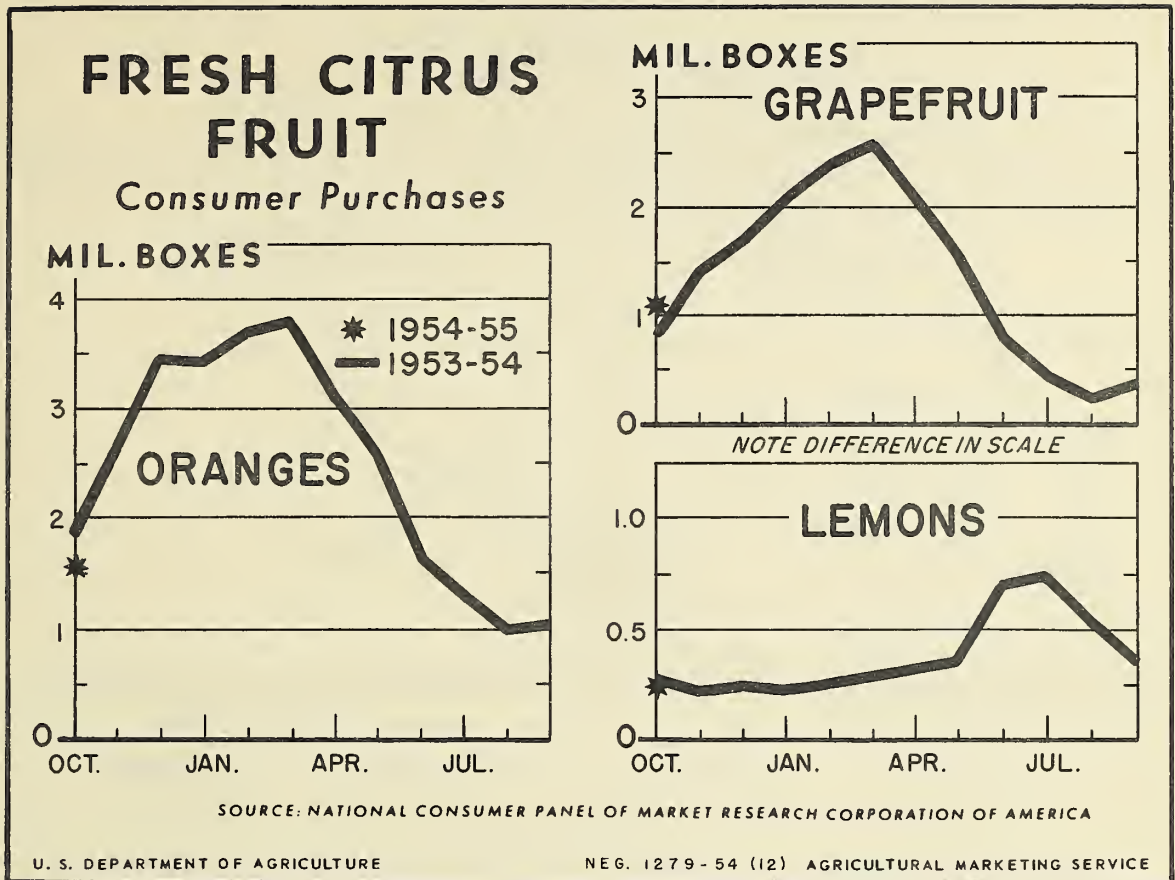


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1953 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,574	1,825	45.6	37.5	1,053	836	92.8	91.5	252	274	45.1	45.8
November		2,626		34.7		1,411		83.4		213		46.6
December		3,459		36.7		1,688		82.5		232		47.0
October-December 1/		8,552				4,331				774		
January		3,383		37.6		2,092		78.2		223		47.5
February		3,702		38.1		2,382		73.9		246		46.0
March		3,808		38.8		2,579		73.4		278		45.8
October-March 1/		20,371				12,027				1,591		
April		3,096		41.2		2,122		77.9		321		43.8
May		2,585		44.2		1,561		83.0		352		43.7
June		1,632		47.6		826		90.0		706		44.1
October-June 1/		28,215				16,858				3,078		
July		1,293		50.1		442		97.9		738		42.7
August		998		54.1		237		110.4		545		42.5
September		1,011		54.2		348		105.5		352		43.2
Season 1/		31,759				17,933				4,843		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

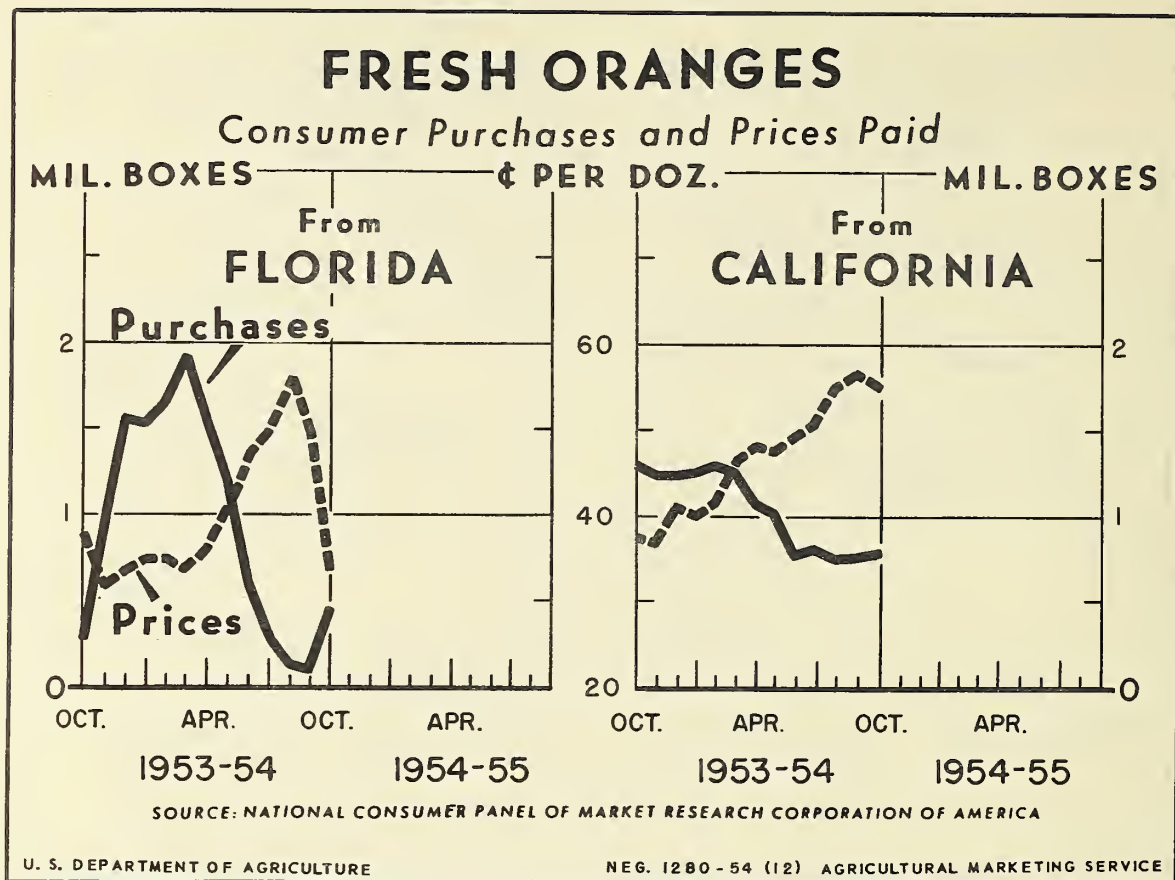


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1953 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	455	267	33.3	37.4	789	1,317	54.9	37.4
November		1,001		31.9		1,226		36.9
December		1,578		33.2		1,227		41.0
October-December 1/		3,141				3,999		
January		1,529		34.6		1,236		40.1
February		1,671		34.9		1,307		41.7
March		1,921		33.4		1,245		46.5
October-March 1/		8,679				8,128		
April		1,537		35.6		1,061		48.6
May		1,166		41.1		1,010		47.1
June		600		47.0		763		49.2
October-June 1/		12,220				11,167		
July		291		49.7		806		50.9
August		112		55.8		740		54.9
September		76		49.5		769		56.4
Season 1/		12,717				13,676		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, October 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1953	1954	1953	Purchases		Quantity per purchase			1954	1953
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	10.4	11.2	1,054	1,155	1.7	1.8	54.3	55.8	46	33.4	33.4
Grapefruit	9.5	8.8	1,127	764	1.7	1.5	64.5	61.1	46	24.1	27.1
Orange & gpft. blend	3.4	3.9	276	295	1.4	1.5	51.2	50.5	46	29.9	31.8
Lemon	2.7	2.5	50	45	1.3	1.2	13.0	14.5	5-1/2	14.1	13.4
Grape	4.2	4.6	169	218	1.2	1.4	31.1	31.0	24	37.0	34.9
Pineapple	13.3	15.5	1,256	1,323	1.6	1.6	55.5	52.7	46	29.6	31.0
Prune	7.9	7.3	581	530	1.7	1.8	39.1	35.9	32	32.6	33.2
Tomato	17.1	20.1	1,652	1,904	1.6	1.7	54.3	55.0	46	25.8	26.5
Total 2/	47.5	48.8	6,920	6,824	2.6	2.9	50.2	49.2			
Canned ades											
Orangeade	3.1	2.7	373	336	1.8	1.8	61.7	62.0	46	28.2	28.1

1/ Equivalent cases of No. 2 cans--432 ounces per case.
2/ Includes other canned single-strength juices.

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Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, October 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1953	1954	1953	Purchases		Quantity per purchase			1954	1953
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	30.5	26.4	5,161	3,688	2.4	2.5	19.1	16.8	6	16.1	18.6
Grape	4.0	4.3	250	242	1.5	1.5	10.9	9.9	6	21.6	21.8
Other concentrates	1/	1/	271	231	1/	1/	13.7	12.4	6	15.6	16.9
Total	32.4	29.5	5,682	4,161	2.6	2.7	18.1	15.9			
Concentrated ades											
Frozen											
Lemonade	3.0	4.1	244	267	1.5	1.4	15.7	13.1	6	15.7	17.2
Shelf pack											
Orangeade	1.4	1.6	113	146	1.6	1.5	14.5	14.7	6	16.7	16.0

1/ Information not available.

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Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, October 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity.		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
	<u>Percent</u>	<u>Percent</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Number</u>	<u>Number</u>	<u>Units</u>	<u>Units</u>	<u>Cents</u>	<u>Cents</u>
Oranges										
California-Arizona	17.2	24.0	789	1,317	1.9	2.1	10.7	13.6	54.9	37.4
Florida	10.7	7.0	455	267	1.5	1.5	13.7	12.1	33.3	37.4
Unidentified	8.0	7.6	272	208	1.4	1.4	11.1	11.6	40.8	38.8
Total <u>1/</u>	32.2	31.8	1,574	1,825	1.9	2.1	11.6	13.1	45.6	37.5
Grapefruit										
California-Arizona	2.5	2.8	80	113	1.4	1.4	3.6	5.0	102.7	77.0
Florida	12.2	9.1	534	357	1.6	1.6	4.3	4.0	88.8	91.5
Unidentified	11.5	9.8	391	320	1.4	1.5	3.9	3.8	96.0	96.5
Total <u>1/</u>	24.2	20.4	1,053	836	1.6	1.8	4.1	4.0	92.8	91.5
Lemons	19.6	19.7	252	274	1.6	1.7	6.3	6.2	45.1	45.8
Total <u>2/</u>	49.6	48.3	2,881	2,935	2.6	2.9	8.2	9.1	51.9	45.0

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruit.

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